



2008 Idaho Travel Guide In-Column Advertising Rate Card

In-column advertising is the most effective, low-cost method to promote your business in the Idaho Travel Guide. In-column ads can be purchased in four different sizes, and are placed in the guide's regional accommodation listings, relative to where your business is located.

There are two different options when placing an in-column ad in the travel guide. You may choose to design and submit your own artwork, or you can choose to place a directory style ad. The directory style ad allows you to submit materials and have your ad produced by the travel guide designer. This gives you the opportunity to participate in the travel guide without having to pay any additional ad design costs.

| Rates: (1 column = 2-5/16") | 4-color rate | Directory Style Option Requirements |
|-----------------------------|--------------|-------------------------------------|
| 1 col. X 1" | \$199 | One photo or logo, 10 words |
| 1 col. X 2" | \$325 | One photo, logo, 20 words |
| 1 col. X 3" | \$385 | One photo, logo, 30 words |
| 1 col. X 4" | \$445 | Two photos, logo, 40 words |

Deadlines: Space: September 7, 2007 • Materials: September 14, 2007

Custom Design Ad Supplied by Advertiser:

Accepted Data Formats: • PDF/X-1 or High Resolution PDF • High Resolution TIFF or .eps • Mac, Quark 6 compatible

Supported Media: • E-mail attachment • CD-ROM • FTP upload

Media Labeling Requirements: • Ad Name & Client Name • Agency Contact, Name & Number • List of Contents

Content Proofs: • Please provide a hard copy proof

Other Instructions: • All files must be Process/CMYK (no spot colors or RGB)

Directory Style ad Specifications:

• Supply Digital photo(s) • Supply logo, TIFF or .eps file • Text as a Word file

Note: ad materials will not be returned

Advertisers can request which sections their ads appear; although, specific page placement within a selected section is not guaranteed. All advertising material is subject to the approval of the publisher. Please see back of space order/contract for all terms and conditions.

Send Ad Materials to:

es/drake
attn: Amanda Burgess
350 N. 9th St. Suite 404
Boise, ID 83702
aburgess@esdrake.com

Production / FTP questions:
Jim Hadley 208.342.0925 x 1022

Contract questions:
Amanda Burgess 208.342.0925 x 1025

For more information or to answer any questions, please contact Amanda Burgess at 208.342.0925 x 1025, or email at aburgess@esdrake.com

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TRAVEL GUIDE ADVERTISING

